IMPORTANT! NEW DATES:
AUG. 29 – SEPT. 21, 2002
OPENING:
TUESDAY, AUG. 27, 6:30-8:30PM

S

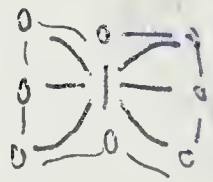
a public performance project by **Nancy Hwang**

August 29 – September 21, 2002

Tu, Th, F, Sa 12-5pm *(closed during inclement weather)*

Lt. Petrosino Park in Lower Manhattan
at the juncture of Lafayette, Kenmare,
and Centre Streets, next to
Storefront for Art and Architecture
97 Kenmare Street, New York, NY 10012
t: 212 431 5795
e: info@storefrontnews.org

Special Preview:
Tuesday, August 27, 2002 **6:30-8:30pm**



ARTISTS SPACE
INDEPENDENT PROJECT GRANTS

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From: Nancy Hwang <nancyhwang@mac.com>
To: Sarah Herda <storefront@mindspring.com>
Date: Friday, July 19, 2002 2:13 PM
Subject: draft of press release

PRESS RELEASE

PUBLIC PERFORMANCE BY ARTIST NANCY HWANG AT LT. PETROSINO PARK

S: An Urban Oasis
On View August 15, 2002 - September 7, 2002

New York (July 19, 2002) — Nancy Hwang presents "S," a performance project made up of a free shampoo, conditioning treatment and massage. The artist will be performing these services for free in Petrosino Park in SoHo between August 15 and September 7, 2002.

"S" is the third and final installment in a series of works that take the form of interpersonal situations on the edge of the public/private divide. In "2," Hwang tended a tiny bar to be visited individually by members of the public (White Columns, NY, Winter 2000-2001). In "N," the artist gave manicures at a uniquely customized manicure station encircled by a translucent curtain (Artists Space, NY, Fall 2001). The projects take their names from the New York City subway system, which represents the ideas of accessibility, possibility, exchange, and personal and civic responsibility that underlie the work itself.

With "S," Hwang moves from the art space (a space exclusively for aesthetic and intellectual experimentation) to the city park (a place where anything can happen). Lieutenant Joseph L. Petrosino Park—a tiny triangular patch of asphalt located at the convergence of Lafayette, Centre, and Kenmare Streets in SoHo in Lower Manhattan—has now been outfitted by Hwang with a circle of potted palms. Inside this newly leafy area, the visitor will find a professional shampoo basin and chair, a supply cart laden with bottles of shampoo and conditioner, neat stacks of clean plush towels, soothing music, and Hwang herself, ready to give a shampoo.

For use in "S," Hwang will have to carry water in 5-gallon buckets from Storefront for Art and Architecture—a non-profit multi-disciplinary arts organization that is endorsing "S"—across the street to the park. This act humorously underlines the project's values of invigoration, attention, care and maintenance, while proposing a utopia in which Hwang can give to each of the city's slices of asphalt essentially what she gives to each of her "customers."

Hwang's experiments in economic exchange—all services are free—are also experiments in personal exchange. Borrowing and refining situations from the real world in which intimate contact occurs between

strangers, Hwang then locates them within the art context and becomes directly involved. Together, she and her visitor are then able to perceive the possibilities and structures of their interactions as they occur. What are the boundaries of professionalism? What does an exchange of money or its absence affect? What do people want? Hwang's relationships with the businesses whose work she is duplicating—bars, nail salons, and now hair salons—are also conceptually integral to the series. Sponsorships or in-kind donations, such as the shampoo and conditioner provided by Laicale salon and the plumbing installed by Dae-Heung Services, are themselves part of the artist's inquiry into economic and interpersonal relationships.

(more)

Ms. Hwang holds a Master of Fine Arts in Sculpture from Cranbrook Academy of Art and a Bachelor of Arts from the University of Maryland. She is the recipient of a Rema Hort Mann Foundation Art Grant (2001), a Public Art Fund Proposal Commission (2001), and Philip Morris Fellowships (1994-95, 1995-96). She has participated in the Bronx Museum of Art's Artist in the Marketplace Seminar Program (2001) and P.S.1 Contemporary Art Center's National Studio Program (1996-97). She has exhibited in New York, Cleveland, Detroit and Washington , DC, and in Hamburg, Germany. She lives and works in New York City.

"S" is made possible by special permission from the City of New York, Parks & Recreation.

In-kind support for "S" is kindly provided by Dae-Heung Services, Laicale, Mr. Beauty Equipment Ltd., Pfiff Restaurant and Bar, and Sung Studio.

A unique network of support for this project, through various forms of assistance and services, has been generously provided by Artists Space, Storefront for Art and Architecture, and White Columns.

Funding for "S" is provided in part by Artists Space Independent Project Grant(s), Laicale, Pfiff, and various individuals.

"S" is open to the public (no appointments necessary) from 11am to 6pm, Tuesday, Thursday, Friday and Saturday, between August 15 and September 7, 2002.

* * *

For more information, contact:

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Development Director

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A G FOUNDATION
765 Park Avenue, #14B
New York, NY 10021

October 25, 2002

Ms. Sarah Herda
Executive Director
Storefront for Art & Architecture
97 Kenmare Street
New York, NY 10012

Dear Ms. Herda:

At the request of Agnes Gund and Daniel Shapiro, trustees of the A G Foundation, I have enclosed a one-time only gift in the amount of $2,000 to be earmarked for the Nancy Hwang Project "S" which was set up in Lt. Petrosino Park in Soho from August 13 – September 7, 2002.

Please note that the credit line for this gift should indicate that it was received from Agnes Gund and Daniel Shapiro. Should you have any inquiries regarding this grant, please contact me at #212-753-2144.

Sincerely,

Sonia L. Lopez
Philanthropic Advisor

/sll
Enclosure

11.14.02

Dear Nancy,

Please find enclosed a check in the amount of $647.74 as a final reimbursement for expenses incurred for your project, "S."

For this project, Storefront spent $4,077.97 and, as stated in your accounting spreadsheet, you have thus far spent $4,099.28*, for a total project budget of $8,177.25. Funds raised for this project totaled $2,800. Storefront's distribution of these funds is premised on attached accounting spreadsheet, explained as follows:

All project expenditures paid from Storefront's account have been itemized and allocated as expenses for which you or Storefront assume responsibility. Following this distribution of incurred expenses, Storefront assumes responsibility for $ 1925.72. To the remaining $2,152.26, the full $2,800 that you raised for the project is applied, resulting in a balance of $647.74.

In addition to being a fiscal sponsor for your project, Storefront's original agreement included a total financial commitment not to exceed $1,000. These funds were to be applied to the following items: A postcard and postage for 1,000 postcards (our "A" list + your 200), a reception and assistance with procuring the necessary insurance coverage and access to electricity. We stand by that original commitment and have in fact contributed 190% more than originally budgeted for the project. We can not assume full responsibility for unforeseen project expenses or increases in certain items, because we do not have the funds and those were not the terms of our agreement. However we will split the cost of certain items that we agreed to assist you with.

There can be no question that both you and our staff personally devoted a great deal of time and energy to this project, and the quality of the project itself justified these efforts. Given its success, it is unfortunate that these financial considerations have created difficulties. We sincerely hope that you understand our position on this matter.

Best Regards,

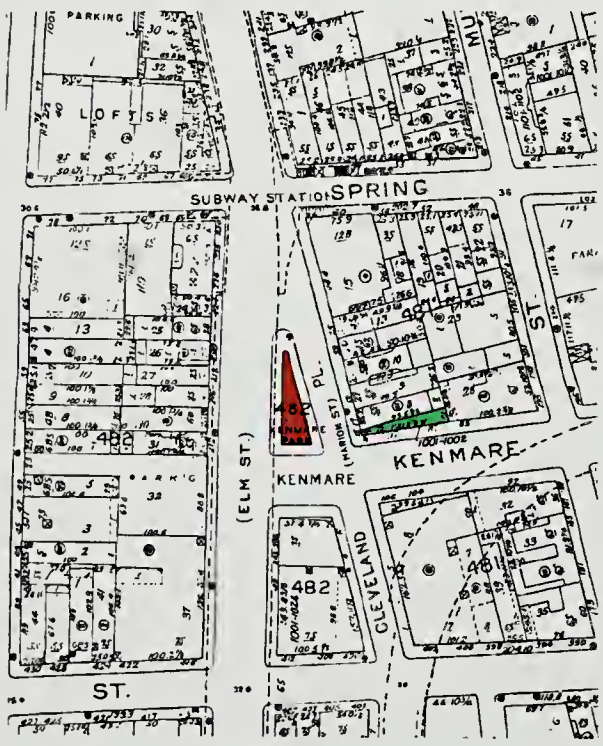
Sarah Herda

Chris Dierks

* Although the budget submitted to Storefront recording your personal expenses totals $6,599.28, $2,500 of these expenses were paid by Storefront.

S an urban oasis

Lieutenant Joseph L. Petrosino Park, outlined by Lafayette Street, Centre Street/Cleveland Place, and Kenmare Street, is a place where more than streets converge. The neighborhoods of SoHo, Little Italy and Chinatown spill into this intersection, and major subway lines pass directly underneath—the N, R, W; B, D, F, Q; and #6. Despite its prominent locale, Petrosino Park possesses little to indicate that it's the "park" proclaimed by the City of New York Parks & Recreation sign. One might describe it more accurately as a neglected traffic island, a place to chain up your bicycle, or quite simply, a small pavement of asphalt. Interestingly, its architectural plan—a thin triangular wedge (shown below in red)—echoes that of the adjacent Storefront for Art and Architecture (highlighted in green). Quite dissimilarly however, while Storefront serves as a forum for diverse ideas, the potential of Petrosino's site remains unexploited. What if Storefront were to lend Petrosino something akin to a lifegiving blood transfusion? For S, an interactive intervention, Petrosino Park will draw warm water from Storefront for Art and Architecture via temporary plumbing, a gesture that will serve as the conduit for Petrosino Park to become a juncture for people.



During four-weeks in the peak heat of Summer 2002 (August 13 - September 7), passersby will be enticed towards Petrosino Park by the sight of potted areca palm trees that form a circular curtaining within the iron-fence perimeter of the usually vacant park. On approach, other senses awaken to faint sounds of running water, music and conversation, and to the pleasant smell of shampoo. Closer proximity reveals two figures beyond the veil of foliage.

There aren't any signs to explain this curious scenario. You might be careful not to infringe on the intimacy beyond the trees, but you're compelled to linger and observe what you can. Besides, the two people seem to be engaged in their activity and little aware of your presence. When you see one of the figures emerge from the trees, you immediately understand that it's *your* opportunity to step inside.

A welcoming face and carefully chosen elements—a comfortable reclining shampoo chair against a ceramic shampoo basin, clean towels neatly stacked on a supply cart alongside bottles of shampoo and conditioner, soothing music from speakers that muffle the sounds of the city that lie outside the circle of trees—all affect an inviting environment and counter any hesitation you might harbor. Fully armed with professional training, I offer you a complimentary hairwashing.

Should conversation not ease you (perhaps you don't speak English), and somehow the shampooing fails to refresh, you'll find it hard to resist the amazing scalp massage that accompanies the five-minute conditioning treatment. A state of relaxation will eventually grow from the heightened sensations that started this encounter. I dry off your hair with an S-embroidered towel which you can choose to keep as a memento of our exchange. You carry the wet towel away in a plastic bag printed with the names of various collaborators responsible for the realization of this temporary urban oasis.

On multiple levels, the conceptual structure of this project lies in relationships. Whenever possible, I will seek support from local businesses, i.e., stores to provide shampoo, conditioner and towels; a hair salon to furnish the shampoo sink and chair. More than assisting with in-kind contributions, the participation of neighborhood establishments in a collaboration that reveals the potential of Petrosino Park for the community will resonate in the future of the site.

In addition to fabricating my own work, my ability to successfully realize this project has been demonstrated in the production of entire exhibitions for a contemporary art center in New York. As well, on behalf of other artists, I have organized large endeavors, including Sol LeWitt's monumental cinderblock sculptures and Carsten Holler's spiralling three-story amusement slide. These projects met highly demanding—and often seemingly impossible—deadlines. Founded on experience, I have every confidence that the time-line for S is ample.

I have fostered relationships with a number of small business owners and larger corporations who have sponsored my projects with funds and in-kind donations of materials and services. I anticipate that a significant portion of expenses for S will be similarly supported. Funds requested from Artists Space, Franklin Furnace, and the Gunk Foundation would be allocated towards remaining expenses.

Nancy Hwang • 147 W29 St #2E New York, NY 10001 • 212.244.1195 • trainwithnancy@hotmail.com

P r o p o s a l 2.15.2001 [Revised 2.2002]

S a professional shampoo sink, situated outdoors[1]

Action

I will wash hair. The components of a professional hair shampooing follows:

- Rinse
- Shampoo
- Rinse
- (Shampoo and rinse again, if necessary)
- Conditioner
- Scalp massage
- Rinse
- Towel dry

Although some conversation will be exchanged, dialogue is not the focus of this interaction. The pervasive qualities of this experience are multi-sensory.

Frequency

The work services four participants per hour, incorporating a five to ten minute break at the end of each hour.

Context

Large potted plants encircle the shampoo station, establishing a sort of privacy and shielding this refuge from the harshness of city streets. Assisting these effects, music is played through speakers directed inward, toward the center of the 10' diameter circle.

Posing as an oasis, S can exist virtually anywhere, but perhaps is best suited to an environment that correspondingly possesses desert-like qualities. Lieutenant Petrosino Square (really a triangle), outlined by Lafayette Street, Centre Street/Cleveland Place, and Kenmare Street, resembles a perfect little desert.

Materials

Shampoo and conditioner[2]
Towels with "S" embroidery[3]
Plastic bags[4] for wet souvenir towels
Shampoo sink and chair
Plumbing to include hot water heater
Supply cart
Sound system
Potted trees

Once installed, S is self-sufficient, and does not require unusual maintenance. Present on site 5 days per week, I will perform routine maintenance such as watering the trees and cleaning the equipment.

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[1] The third in a series of works inspired by New York's subway system—as a point of departure, and metaphorically, as a means of transportation—this work borrows an "S" from the MTA.
[2] Shampoo and conditioner will be provided, courtesy of Origins.
[3] Participants may choose to keep their towels as a memento of the interaction. This will reduce the laundering of used towels.
[4] Along with the project title, credits listing Origins and other participants, will be printed on plastic bags. I am interested in clearly conveying the structure that enables this production.

One-month Budget for S

4 shampoos per hour x 6 hours per day x 5 days per week x 4 weeks = 480 interactions

Expenses	
Shampoo sink (Ray Beauty Supply Co. Inc.)	350*
Shampoo chair (Ray Beauty Supply Co. Inc.)	300*
Plumbing, materials and installation (Dae Heung Services, Inc.)	1300
Utilities (water, electric)	500
Supply cart	200
Shampoo and conditioner (in-kind, Origins, Inc.)	480 (confirmed)
Potted plants, one month rental (City Plants & Gardens Inc.)	1820*
7' areca palm (x 20)	
4' areca palm (x 20)	
Sound system	500*
Embroidered towels (500 count)	2500*
Custom plastic bags (500 count)	300
Dismantling of installation (Dae Heung Services, Inc.)	700
One month artist's labor fee ($4500 x 50%)	2250
Subtotal	$11,200
Contingency (10%)	1120
Total	$12,320

* Potential sponsorship and/or in-kind donations	5470
Confirmed in-kind donations	480
Minimum to be raised	6370

Grant requests submitted to:

- John Simon Guggenheim Foundation
- Franklin Furnace

Time Line

The target dates for *S* is a six-week period (2 weeks for installation and deinstallation; 4 weeks for project run) during August/ September 2002. Should the project encounter problems with funding or logistics that can be resolved over time, *S* can be realized the following summer, in 2003.

City of New York/Parks & Recreation
Michael R. Bloomberg, Mayor - Adrian Benepe, Commissioner

Temporary Public Outdoor Art

Current Exhibits

S: An Urban Oasis
A performance by Nancy Hwang
Petrosino Park @ Kenmare, Lafayette, & Centre Streets, Manhattan
August 27, 2002 to September 21, 2002

New York City artist Nancy Hwang's performance, titled *S*, involves giving free shampoos, conditioning treatments and scalp massages to passersby on the small asphalt triangle that is Lieutenant Joseph L. Petrosino Park. The project was designed to be "an experiment in economic and personal exchange, in which intimate contact occurs between strangers". Hwang has set up in the park a professional shampoo station inside a circle of potted palms, with in-kind donations of shampoo, conditioner, and plumbing. *S* is the third and last in a series of performances for Hwang, who previously tended a bar at White Columns and gave anonymous manicures at Artists Space.

In-kind donations, support and funding have been generously provided by Artists Space, Storefront for Art & Architecture, White Columns, Artists Space Independent Project Grants, Moon Belt Company, Laicale, Bicycle Habitat, Chris King of Plants, Dae Hyung Services, Mr. Beauty Equipment Ltd., Pfiff Restaurant and Bar, and Sung Studio.

Performances take place on Tuesday, Thursday, Friday, and Saturday, from noon to 5 p.m, unless there is inclement weather.
No appointments necessary.

architecture is interesting. discuss.
http://archlog.editthispage.com/

Monday, August 26, 2002

Who said architecture openings have to be only cheap wine and lots of small talk? Nancy Hwang and Storefront present "S," a performance project in which she will provide free shampoos, conditioning treatments and massages to passersby in Lt. Petrosino Park from August 29 - September 21, 2002. There's a special preview of "S" Tuesday, August 27, 6:30-8:30 pm; presumably you can get a shampoo and a massage. The project will run Tuesday, Thursday, Friday, and Saturday, 12-5pm.Storefront for Art and Architecture is at 97 Kenmare Street, New York, NY 10012. Telephone for more info to 212.431.5795 or email info@storefrontnews.org.

Artnet News

9/3/02

WASHING SUMMER OUT OF YOUR HAIR?

One of the final art events of New York's long hot summer is a performance by New York City artist **Nancy Hwang** in Petrosino Park, a small, fenced-in triangle of asphalt located around the corner from the **Storefront for Art and Architecture** between SoHo and Little Italy. Hwang's performance, titled *S,* involves giving free shampoos, conditioning treatments and scalp massages to passersby. The project was designed to be an experiment in economic and personal exchange -- "in which intimate contact occurs between strangers." Hwang has outfitted the park with a professional shampoo station inside a circle of potted palms, and solicited in-kind donations of shampoo and conditioner from **Laicale** salon and plumbing from **Dae-Heung Services**. The performance is the third in a series for the artist, who previously tended a tiny bar at **White Columns** and gave anonymous manicures at **Artists Space**. It runs Aug. 27-Sept. 21, 2002, with performances slated for Tuesday, Thursday, Friday and Saturday, from noon to 5 p.m. No appointments necessary.

Nancy Hwang performing *S* in New York, Aug. 27

IN
SHOWS http://www.in-nyc.com

"S"

A Public Performance Project
by Nancy Hwang

Tues, Thurs, Fri, Sat 12-5pm
thru September 21
Petrosino Park
Nancy Hwang presents "S," a performance project in which she will provide free shampoos, conditioning treatments and massages to passersby in Petrosino Park from August 29 - September 21, 2002. "S" is the third and final installment in a series of works that take the form of interpersonal situations on the edge of the public / private divide. (closed during inclement weather)

Lt. Petrosino Park in Lower Manhattan at the juncture of Lafayette, Kenmare, and Centre Streets, next to: Storefront for Art and Architecture 97 Kenmare Street 212.431.5795

Petrosino Park | Next To Storefront for Art and Architecture